



ITW Trans Tech Makeover with New Logo Aims at Market Expansion

Carol Stream, IL, May 01, 2008 --(PR.com)-- ITW Trans Tech, worldwide leader in product decorating solutions, will present a new company identity to coincide with its recent expansion into the on-demand digital industrial decoration market. The campaign will include a new logo, re-designed website and revamped product line.

The familiar red, yellow and blue logo has been retired after 29 years and is gradually being replaced by a nine-dot matrix image with a burgundy "T." Combined with the signature "Trans Tech" font, the new logo reflects an expansion of the Carol Stream, IL company into the digital future of product decorating. "We will be introducing new products, innovative technologies and improved ways to apply them to a wide range of industries", said Global Sales & Marketing Manager Dana Pulvino. Trans Tech provides complete product decorating solutions, including standard and custom-designed machines, automated systems, supplies and service expertise to a wide range of industries, including manufacturers of sporting goods, automotive components, medical devices, communications, hand tools and appliances. Founded in 1979, the Illinois Tool Works (ITW) company serves its customers with the largest team of product decorating technicians and application specialists in North America.

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